PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Mike Murphy **DATE:** September 7, 1995

FROM: Karen Miller

SUBJECT: Best Buy Smokers Research

Focus groups have scheduled in Chicago and San Diego to gain an in-depth understanding of smoker attitudes/imagery re Best Buy and Competitive Discount products. All groups will be conducted with 35-54 year old Best Buy/Competitive Discount smokers. The specific times and facility locations are shown below, directions for getting to each facility are attached.

Chicago - Monday, Sept. 18
Focuscope, Inc.
1 East Erie, Suite 305
Chicago, IL 60611
312/587-1893

12:30 pm	Female Best Buy
4:00 pm	Male Best Buy
5:30 pm	Female GPC/Doral/Store Brands
7:00 pm	Male GPC/Doral/Store Brands

San Diego - Tuesday, Sept. 19
Taylor Research
1545 Hotel Circle So., Suite 350
San Diego, CA 92108
800/922-1546
619/299-6368

1:00 pm	Female Best Buy
4:00 pm	Male Best Buy
5:30 pm	Female GPC/Doral/Store Brand
7:00 pm	Male GPC/Doral/Store Brand

As we discussed, I'll be staying at the Stouffer Renaissance in Chicago and the La Valencia in La Jolla.

Please let me know who will be attending each day.

cc: D. Beran
J. Bonhomme
A. Friedland

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Source: https://www.industrydocuments.ucsf.edu/docs/pfxj0004